

JACOB LEVASSEUR

CREATIVE DIRECTOR



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Address
5601 St. Stephen St
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EDUCATION

MASTER OF FINE ARTS

Minneapolis College of Art & Design
2018-2021

BACHELOR OF ARTS

Rasmussen University, Minneapolis
2014-2018

CERTIFIED PROFESSIONAL PROJECT MANAGER

St. Thomas University, Minneapolis
2020

EXPERTISE

- Creative Design
- UX/UI Design & Planning
- Brand Management
- Marketing Strategy
- Project Management
- Communication
- Adobe Creative Suite
- Google Analytics
- CRM Dynamics 365
- WordPress CMS
- Market Research

I am a Creative Director based in Minneapolis. I love everything that has to do with visual design and have 9+ years of experience crafting dynamic branding and layouts that that communicate and connect with people through mobile, web, social media, email and print applications. I am user-focused and create effective designs based on user research, competitor analysis and current design trends to create memorable experiences for customers and followers.

WORK EXPERIENCE

CREATIVE DIRECTOR

National Sports Center, Blaine, MN / 2018-present

Create and develop brand strategy for the National Sports Center and it's events and facilities. Oversee branding for all business functions including websites, social media, communications software, print materials and product development. Recreated branding in 2019 and maintained the brand requirements.

- Create marketing strategies to drive the NSC brand forward across multiple channels
- Oversee development, creation of assets and messaging on all digital and print platforms
- Direct all design and creation of products for multiple NSC brands
- Lead the creation of NSC brand guidelines including style, graphic assets and company voice
- Built and developed NSC Marketing team
- Developed NSC digital and social media strategies for multiple facilities, events and products
- Build & Manage all company websites and digital asset libraries including photo library
- Created and assisted Chief Marketing Officer with managing NSC

MULTIMEDIA DESIGNER

Caulfield & Associates, St. Paul, MN / 2017- 2019

Created and managed brand strategy for Caulfield & Associates food brokerage. Design and maintain company website, social media, print advertising and sell sheets. Led all strategic development and executed all marketing efforts to direct the brand forward.

- Coordinate and manage foodshow displays, set up and operation
- Implement improvements in Caulfield display design, sales sheets and photography
- Support food safety programs (SafeServe)
- Manage company website and maintain brand content in all digital libraries

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CREATIVE DIRECTOR

CERTIFICATIONS

DESIGN FOR BEHAVIORS

Hyper Island - 2021

GOOGLE ANALYTICS -EXPERT

Google Certification 2020

BUSINESS INTELLIGENCE AND DATA ANALYTICS

Hyper Island - 2021

DIGITAL MARKETING ASSOCIATE CERTIFICATION

Meta 2021 (Facebook)

MICROSOFT DYNAMICS 365 FOR MARKETING

Microaoft Certification (2021)

SKILLS

- Microsoft Word
- Microsoft Excel
- Microsoft Powerpoint
- Microsoft Dynamics
- Adobe Photoshop
- Adobe After Effects
- Adobe InDesign
- Video Editing
- Email Marketing
- Google Analytics
- Meta Analytics

WORK EXPERIENCE CONTINUED

CREATIVE MANAGER

OPUS21 management Solutions 2016 - 2018

Create and execute company websites and marketing materials. Develop marketing and sales strategies to work cohesively to gain new clients. Research client and user web and SaaS journeys to implement an easier website and software. Create web flows and software journeys for development team to ensure current and prospective clients could navigate easily.

- Attend trade shows and conferences to development new business lists
- Work directly with VP of Business Development to create strategies to hit yearly goals

WELLBEATS

International Business Development 2013- 2017

Support the Business Development Manager and Managing Director in day to day operations overseas. Proactive management of Australia, New Zealand, United Kingdom, and future international accounts. Take responsibility for managing customer records and liaison with customer services. Management of promotions and customer relations support in Australia, New Zealand, UK, and future overseas accounts as needed. All administration tasks including new line and promo forms, pricing information, and product support.

MULTIMEDIA DESIGN FREELANCE

Jacob Thomas Designs 2008 - Present

Create and maximize user experiences in all different facets of marketing for seasoned and brand-new businesses. Design digital media, websites, logos, brochures and books for clients in multiple industries. I have done projects from \$500 budgets to six-figure budgets and use the same process to get to know your business as well as your clients to give the best possible experience for customer-base. Specializing in refreshing and rebranding, digital user experience and photo editing and manipulation.

- Create websites using WordPress, Drupal and Concrete5 CMS
 - Build and design marketing materials for multiple medias
 - Produce brand and marketing strategies for a diverse client portfolio
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